TRENDS

Stop the Presses! NewsStand Sells Electronic Papers

The wealth of online news sources in the early days of the Web prompted some pundits to predict the death of the newspaper. But hard-core newspaper junkies still enjoy the ritual of perusing their favorite paper.

Although traditionalists can still do it their way, several newspapers, including ***The New York Times (www.nytimes.com)*** and the ***International Herald Tribune (www.iht.com)***, are also distributing fee-based electronic editions through **NewsStand *(www.newsstand.com)***. Stuart Garner, chairman and CEO of NewsStand, expects to be distributing electronic editions of more than 30 major publications, including seven or eight major U.S. papers, by the time you read this.

The *Times* is available in a paperlike online edition.

Unlike newspaper Web sites, such as *The New York Times'*, which offer up-to-the-minute news and interactive features, and in many cases are free to use, electronic editions look just like their print cousins and include the same news, graphics, and advertisements. Electronic subscriptions typically cost slightly less than print subscriptions, Garner says. "There's a big market out there," he says, including expatriates, business travelers, and people who live outside major metropolitan areas.

Jennifer Pauly, senior manager of community affairs at *The New York Times*, says the electronic edition will enable anyone with Web access to read the New York version of the paper, which is not available outside the New York metropolitan area, even before the print version hits newsstands.

"The earliest way to see the *Times* is probably to subscribe to the electronic edition," says Pauly. Subscribers can download the electronic edition, using NewsStand's proprietary reader, as early as 4 a.m. Eastern time.

You don't even have to be online to read an electronic-edition newspaper. Users with broadband access to the Web can download a complete edition of *The New York Times* in about two minutes and read it offline. Better yet, there's no inky fingers.

—Elaine X. Grant

Where Everybody Knows Your Name...and E-Mail

Internet cafés are apparently too tame for New Zealanders, who will soon be Web surfing with a pint of beer instead of a latte.

Lion Breweries and Web company **Real Developments *(www.realdevelopments.net)*** have teamed up on the Cyb@r project, which is putting PCs with high-speed Internet connections into bars across the country. Thirty establishments have already signed onto the project, which is being launched with online competitions and targeted beer-related promotional offers for free terminal time. The Internet stations will track the surfing behavior of individual users.

Although no comparable venture exists in the United States, independent Internet bars do exist. The **Nice Bar Internet Cafe** in New York City is one, and manager Sundaree Rebollo has no problem advocating the commingling of spirits and data streams. "Drink and surf? Oh, yes," she recommends.

The five-terminal Internet Cafe offers both coffee drinks and a well-stocked bar. "Lots of tourists take over the terminals to e-mail home on the weekends, and students and locals fill the place up the rest of the week," observes Rebollo.

Rebollo says the establishment has yet to have any problems with alcoholic beverages at the terminals. "You get a nice, diverse group here—the punk-rock kids sitting next to a priest at the terminals," she says. "I'm surprised there aren't more places like this."

—Jon Halpin

Bringing Your Data Back From The Dead

Imagine this: Your hard drive dies, grinding to a smoky and permanent halt. Then you discover that your backup tapes are bad. Now what?

If the files on your system are vital to you, you'll need a data-recovery service, a company that specializes in rescuing bits and bytes from the brink of extinction. Leaders in the field include **DriveSavers Data Recovery *(www.drivesavers.com)***, **CBL Data Recovery Technologies *(www.cbltech.com)***, and **ActionFront Data Recovery Labs *(www.actionfront.com)***. Data recovery doesn't come cheap, however. DriveSavers says its average bill is between $800 and $900, but prices can range from $200 to as much as $2,000. The cost depends on the turnaround time, the drive's physical capacity, and the operating system.

John Christopher, a data-recovery engineer at DriveSavers, has seen it all, including media damaged by water, fire, and physical impact. "Most are not dramatic," he says. "A drive is a mechanical device—it's going to fail sometime."

The company also recovers data from digital-camera media, Microdrives, and even the lowly floppy disk. Christopher worked on one recovery project for a student who damaged the floppy disk containing the only copy of her thesis.

"A can of hairspray discharged in her bag, and the disk became encased in hairspray," Christopher recalls. "We chipped our way through to the surface of the disk."

As a way of preventing catastrophic data loss, Christopher recommends verifying your backups from time to time. "Ninety percent of our customers are backing up their data, but for one reason or another the critical data didn't get backed up," he says.

—Kevin Savetz

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